

Palm Beach International Film Festival SOUVENIR PROGRAM ADVERTISING

RATES AND MECHANICAL REQUIREMENTS

Distributed free of charge at all venues and special events. Circulation: 5,000

PROGRAM SIZE

Trim size 8 1/2" x 11", live area 1/2" (.5") in from trim, *bleed extends 1/8" (.125") past trim.

Ad Sizes W/O Bleed W/Bleed* Rate

Full Size - Color 7.5" x 10" 8.5" x 11" \$3,000

Half Page Vertical - 3.5" x 10" \$1000

Half Page Horizontal - 7.5" x 4.75" \$1000

Quarter Page - 3.5" x 4.75" \$540

Business Card (horizontal only) 3.5" x 2" \$324

MECHANICAL REQUIREMENTS

*When designing full-page ads with bleeds that all critical elements such as text or logos are kept in at least 1/2" from the edge and that elements that bleed are extended 1/8" beyond the edge of the page.

MECHANICAL REQUIREMENTS

Offset-sheet fed printing. Publication trim size: 8 1/2 X 11.

ELECTRONIC FILES

Tiff (300 dpi) or EPS (no JPG Encoding) in CMYK or grayscale. EPS files MUST have fonts converted to outlines.

NO Freehand, Corel or Pagemaker files.

Preferred format – Press Optimized PDF. Must be created from a postscript file run through Distiller using the Press Optimized Job Options settings. Include all fonts and set your dpi to 300 or better. PDFs generated with PDF Writer will be unacceptable. Be sure to include the register marks, crop marks and bleed when generating the PDF.

Ads can be emailed to: deborahbottorff@comcast.net

Include in the e-mail header: "PBIFF Program Guide"

please state the software used along with contact name and phone number for technical support

For additional technical information contact Deborah at 561-752-8479

Palm Beach International Film Festival

Souvenir Guide Advertising

289 Via Naranjas, #48

Boca Raton, Florida 33432

The Palm Beach International Film Festival (PBIF) reserves the right to refuse to print any and all advertising. In the event of any error, the advertiser agrees that the maximum liability of PBIF shall not exceed the cost of the ad. Mechanical and full payment for advertisement must be received by:

March 15, 2010.